

A Resolution

NO. 3633-07-2008

Supporting the Air North Texas Goals and Mission Statement

WHEREAS, the Fort Worth-Dallas area is a federally designated nonattainment area for the pollutant ozone; and air quality impacts the public and economic health of the entire region; and

WHEREAS, the City of Fort Worth has a long history of support for policies and programs to reduce air pollution such as the U.S. Conference of Mayors Climate Protection Agreement, approved by City Council on September 25, 2007, and the Commitment to Clean Air, approved by City Council on January 27, 2004; and

WHEREAS, the Regional Transportation Council, comprised primarily of local elected officials, is the regional transportation policy body associated with the North Central Texas Council of Governments, and has been and continues to be a forum for cooperative decisions on transportation; and

WHEREAS, the Regional Transportation Council's Clean Fleet Vehicle policy was adopted by the City of Fort Worth City Council on April 4, 2006; and

WHEREAS, the Regional Transportation Council and the North Central Texas Council of Governments, initiated a collaborative regional campaign called *Air North Texas* whereby partners from public, private and non-profit entities committed to promote a consistent regional message; and

WHEREAS, the *Air North Texas* campaign commitment is to increase air quality awareness in the North Texas region, protect public health and welfare, reduce and improve health impacts from mobile-source emissions with the assistance of partnering entities while preserving the economic vitality of the region; and

WHEREAS, the *Air North Texas* Goals and Mission Statement is to encourage a voluntary effort and creative platform to develop a regional branding to increase awareness that will foster behavioral changes to improve air quality; and develop an all-inclusive branding effort that will serve to bridge existing and developing air quality programs into one comprehensive and mutually complementary initiative; and

WHEREAS, the *Air North Texas* goals and mission statement help to achieve the City Council's strategic goal of Mobility and Air Quality.



CITY OF FORT WORTH

RESOLUTION NO. 3633-07-2008

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FORT WORTH, TEXAS, THAT:

1.

The City of Fort Worth supports the principles of the *Air North Texas* Goals and Mission Statement.

2.

The City of Fort Worth shall strive to promote *Air North Texas* and place the *Air North Texas* logo on relevant printed advertising collateral material where and in a manner the City deems appropriate.

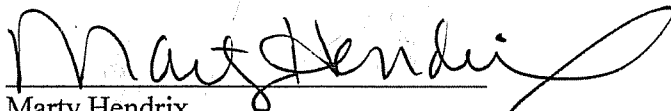
3.

The City of Fort Worth will provide a link to the official *Air North Texas* Web site on Environmental Management's Web site.

4.

The City of Fort Worth will endeavor to participate in one or more public events per year to generate awareness of the *Air North Texas* campaign.

ADOPTED this 8th day of July, 2008.


Marty Hendrix
City Secretary

APPROVED
CITY COUNCIL

JUL 08 2008


City Secretary of the
City of Fort Worth, Texas



CITY OF FORT WORTH